

THE improved performance of a million motors tells the story of VIOLET RAY anti-knock gasoline—a true, natural anti-knock motor fuel, made without the addition of poisonous dopes or harmful chemicals. Worth a premium, but sold for the price of ordinary gasoline. Colored violet for your protection only.

Sold by more than 3000 authorized independent dealers "in every town from Canada down"

Product of General Petroleum Corporation of California

Forbes Super Service
Carson and El Prado, Torrance

Non-poisonous anti-knock vitalized

VIOLET RAY

"Divorcee"—A Service Station

Col. J. E. Forbes, Torrance dealer for the General Petroleum, believes a fellow service station proprietor in Nevada has found an original name for his Violet Ray station.

In Reno, Nevada, where divorce attorney, divorcees and alimony are the three most important subjects of conversation, a very smart young man has hung a sign over his automobile service station that reads "The Divorcee".

The owner of "The Divorcee" says "Propinquity begets familiarity." Being a business man and knowing the importance of appealing to the public he wishes to serve

Yellowstone Park Travel Increases 50% Over Last Year

More than 50 per cent increase in travel from the East and West to the National Parks of southern Utah and Yellowstone National park has been shown already over 1928, it was revealed by F. W. Robinson, vice president of the Union Pacific system in charge of traffic upon his recent visit to Southern California.

George R. Bierman, general passenger agent, in speaking of the tour, announced that personally escorted tours to the national parks of southern Utah will depart from Los Angeles July 27, August 10, August 24 and September 7. Similar tours to Yellowstone National park will depart from Los Angeles July 20, August 3, 17 and 31. Each of the tours consumes two weeks of the time of departure and serve as a delightful, convenient and inexpensive vacation that has already called many hundreds of vacation seekers.

Fords Winning Race Honors in Europe

Go Thru Ruts, Fields, Fog and Take First and Second Prizes

Winning first and second place in the recent Copenhagen-Paris-Copenhagen, 1440-mile race, the Model A Ford car has again demonstrated Europe its endurance, speed and durability.

Details of the performance of the two cars have just reached here. From those accounts it was learned that the car winning first place—a Tudor sedan not in any way out-fitted for racing—already had been driven 33,000 miles by the owner before the race.

"My car is now as good as ever," said the owner, Paul Tholstrup of Roskilde, Denmark, at the conclusion of the race. "I am ready to drive to Paris, again without even giving it a once-over."

Eleven cars started the race. Six finished. The most formidable difficulties were encountered. Great stretches of road were deeply rutted and for hours the cars had to be driven through fields. Dense fogs made the night driving extremely hazardous. Many detours add to the difficulties.

"We just went that way all," Mr. Tholstrup said. "No matter how deep the ruts, or whether we were in the fields—in fact, we just flew over everything. And we did not have one single mishap, aside from a couple of punctures, on the entire trip."

The contest was sponsored by the Danish Motor Union and the well known Danish newspaper "Po. Ujken."

How Does An Airship Fly?

The airship "Volunteer" which has become a familiar sight to Southern Californians, said Mr. Jones of Miller and Bates, Good-year dealer at 1610 Cabrillo, in a recent interview, is still somewhat of a mystery to the public at large, as far as its actual operation is concerned.

"What makes it fly?" is a familiar query. "Is it metal?"

The airship floats in the air as a surface ship does upon the water. Here is no metal reinforcement in a non-rigid ship such as the "Volunteer." Its shape is kept by the fact that it is inflated with a gas. Since any gas expands with heat and contracts with cold, a smaller bag or balloon filled with air is placed within the outer supporting envelope or gas container of the ship.

Then, as helium gas with which the "Volunteer" is inflated expands, air is forced out through relief valves set in the envelope, instead of helium. As the gas contracts under negative conditions air scoops placed back of the propeller slip stream are opened and the air stream is forced back into the balloon so that the bag is kept taut at all times.

The ship will carry a greater load at some times than at others, although the amount of gas by weight is the same at all times. This is due to the fact that the lift of an airship depends upon the weight of air that the gas displaces less the weight of the displacing gas.

The alternative contraction and expansion of the gas changes the amount and consequently the weight of the air displaced.

The "Volunteer" has a gas displacement volume of 86,000 cubic feet. Actually the lifting power varies with altitude. At sea level the lifting power of the gas is at the maximum diminishing with higher altitudes as the density of the air diminishes.

Under favorable conditions, the "Volunteer" has carried as many as seven persons.

India Trade-in Sale Going Over Big, Izenhower

Nelson & Price Offering Double Allowance on Old Tires to Boost Sales

Further evidence of the swing towards preference of the high-grade tires on the part of the motoring public is shown in the response to the Trade-in Sale in progress at Nelson & Price, Inc., at Cravens and Marquette streets, according to Mr. Izenhower, manager.

This, Mr. Izenhower explained, is for the purpose of gaining new users and friends for India Tires, therefore, the terms of the trade-ins for sale are such that it is easy and simple for any motorist to become India-equipped at a very low cost.

Any car owner may bring in his old tires, no matter what their make, age or condition, and exchange them at double the actual cost for brand new India, which are guaranteed for a minimum of 20,000 miles. Thus, old tires are worth twice as much in actual cash value Izenhower pointed out.

This extraordinary offer is being made in order to better acquaint motorists with the splendid quality of India tires, Izenhower stated. Our aim is to put out as many India equipped cars on the streets of this city as possible. In order to do this, we are making the most attractive offer we know of. India Tires will do the rest, for we have found that every India user becomes a booster.

Europeans Adopt Packard Oiling

Several European automobile manufacturers have adopted the automatic cylinder oiling system introduced here by the Packard Motor Car Company and now used on the Packard Eight. With this system pistons and cylinder walls are lubricated automatically at the time they most need oil, says Robt. Tenan of Redondo Beach and Packard dealer for this district.

In the Packard system a small valve is coupled with the choke lever in such manner that when the motor is choked for starting, oil is pumped from the main oil lines to a manifold on the side of the motor block and thence through a small opening in each cylinder wall onto the sides of the pistons. Lubricant continues to flow to the pistons as long as the choke lever remains pulled out.

Sex I
To myself,
Sex I
The Herald's the paper to buy,
Sex I

THAT CAR OF YOURS

Ignition troubles might be avoided if the wiring checked occasionally. Often a leak due to a chafed wire, will cause trouble.

An automobile in which the engine has been thoroughly overhauled should be treated the same as a new motor for the first one thousand miles of service.

Remember that it is not practical to replace a new gear with an old one, or a new piece of chain in an old one. Noise will result and parts will not function properly.

In addition to carrying a complete set of light bulbs, the thoughtful motorist also carries a complete set of spark plugs. Often when the car starts bucking, changing plugs will correct the trouble.

The car should be run a while after water is added to the storage battery in order to start chemical action in the direction of charging. If the battery stands after water is added it will be weaker than it would have been if no water had been added.

Regardless of the type, kind or make of brake used on a car, it is well to oil all operating parts regularly, even if it is just a matter of putting

a few drops of oil on the threads of the adjusting nuts or on the anchor pins. This will greatly simplify the work of adjusting the brakes or of removing the bands for re-lining.

Brakes that are not adjusted and equalized, rattle, chatter and squeak. The tread of one or more of the tires is soon worn down; the frame of the car is distorted with strain; the wheels lose their perfect alignment. Brakes should be adjusted every thirty days.

Advertisers who would dominate this trade territory should center their fire in HERALD-NEWS ADS.



THE NATION HAS NAMED IT "A GREAT PERFORMER" Marquette

BUILT BY BUICK

\$965 to \$1035

These prices f. o. b. Buick Factory, special equipment extra. Marquette delivered prices include only reasonable charges for delivery and financing. Convenient terms can be arranged on the liberal G. M. A. C. Time Payment Plan.

Consider the delivered price as well as the list price when comparing automobile values.

"A Great Performer" the Marquette is being hailed, the nation over. Never before in a car of moderate price have there been such acceleration, speed, control, handling ease, roadability, flexibility, balance. Only Buick could offer such performance.

In Marquette you get an engine of remarkably large displacement. You get speed that holds an honest 68 or 70 miles an hour with unqualified ease, steadiness and security. You get acceleration of from 10 to 60 miles an hour in high gear in 31 seconds.

And this great new car introduces many more unusual features. Beautiful Fisher bodies. Exclusive new upholstery proofed against water, dirt and wear. Dustproof tilt-ray headlights. An exclusive new sloping glare windshield. Four lovely hydraulic shock absorbers. Easy-acting, completely enclosed brakes.

The Marquette is easy to own on the liberal G. M. A. C. terms. Come in and see this complete car. Take the wheel and learn the thrill of Marquette performance.

BUICK MOTOR COMPANY, FLINT, MICHIGAN
Canadian Factories Division of General Motors Corporation
McLaughlin-Buick, Ottawa, Ont. Builders of Buick and Marquette Motor Cars

R. S. Flaherty

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1316 Cabrillo Ave. Torrance Phone-65

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WE sell the tire of recognized quality at the same price you would have to pay for tires that haven't the Kelly reputation.

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Why not have all the mileage and dependability your money will buy? So long as you pay for Kellys, why not have Kellys?

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Here are the facts that prove it America's finest medium-priced automobile

Below are typical examples of facts drawn from a comparison of the Oakland All-American Six with 20 leading cars in its field. Study these facts—then come to our showroom for additional information. We can give you dozens of other comparisons as further proof of Oakland's unrivaled value. And these are facts which prove the Oakland All-American to be America's finest medium-priced automobile.

What these features mean to you

PISTON DISPLACEMENT
Large piston displacement is needed to develop high power at moderate engine speed. Moderate engine speed is an important factor in the life of a car.

FISHER BODY
No name in automobile coach building means so much as Fisher. Fisher bodies are famous for style, luxury and roominess. In addition, they hold such advantages as sturdy composite hardwood and steel construction, VV windshield, side cow ventilation and adjustable drivers' seats.

WHEELBASE
Reasonably long wheelbase gives greater riding ease and road balance. Also permits use of longer, smarter, roomier bodies. At the same time, a small turning circle is essential to handling ease.

BRAKES
For safety, efficiency, convenience, smoothness and silence nothing has been found to compare with internal-expanding mechanical wheel service brakes with non-squeak bands. An entirely separate emergency braking system is needed as an extra safety factor.

How Oakland compares with the field

Only one car as low priced as Oakland surpasses Oakland's piston displacement of 228 cubic inches. Twelve cars in the field have less displacement, and five of the 12 are higher priced than Oakland.

Only Oakland and two other cars in the field offer bodies by Fisher. And one of the two is nearly \$100 higher in price than Oakland. Of the 18 cars which have less-known bodies, 11 are priced above the All-American Six.

Only one car as low priced as Oakland has a wheelbase as long as Oakland's, which is 31.7 inches. That car requires a turning circle to the left of 42 feet as compared with Oakland's 36 feet. Six higher-priced cars have shorter wheelbases.

Only Oakland and one other car, costing \$200 more, use the fine type of brake described opposite. And no car in the field equals Oakland's 290 square inches of brake band area. Oakland's separate emergency brake operates on the transmission. Seven cars in the field have no separate emergency brakes, although three of them exceed Oakland in price.

Oakland All-American Six, \$1145 to \$1275, f. o. b. Torrance, Michigan, plus delivery charges. Springs covers and Loujey Hydraulic Shock absorbers included in list price. Bumpers and roof rack extra. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list price when comparing automobile values. . . . Delivered price includes delivery, handling and financing when the G. M. A. C. Time Payment Plan is used.

\$1145 AND UP

Industrial City Motors
1912 Carson Street Phone 648 Torrance

OAKLAND ALL-AMERICAN SIX
PRODUCT OF GENERAL MOTORS

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The road to success is laid on Adver-TIES.

An ad in our classified columns always reaches home.

Trust one hundred men and if but one of them proves to be a true friend the price you paid is small.

—SAYS DAD.

For the "trade-in" tires you get here, you'll find the price you pay is exceedingly small. We also do retreading and vulcanizing at exceedingly moderate prices.

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If saving money makes you glad Buy here with Confidence

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